

## PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Optimum Outcome, Inc.	04/05/2013
RECEIVING PARTY DATA	
Name:	Salesops Analytics LLC
Street Address:	155 Fleet Street
City:	Portsmouth
State/Country:	NEW HAMPSHIRE
Postal Code:	03801
PROPERTY NUMBERS Total: 1	
Property Type	Number
Patent Number:	7945472
CORRESPONDENCE DATA	
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<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
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ATTORNEY DOCKET NUMBER:	31493-2
NAME OF SUBMITTER:	Patricia L. Henderson
Signature:	/Patricia L. Henderson/
Date:	04/11/2013
Total Attachments: 2	
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CH \$40.00 7945472

## ASSIGNMENT

WHEREAS, OPTIMUM OUTCOME, INC., a corporation organized under the laws of Delaware, whose address is 155 Fleet Street, Portsmouth, New Hampshire, 03801 ("Assignor"), is the owner of all right, title, and interest in and to the invention set forth in the following Letters Patent:

U.S. Patent Number 7,945,472,  
which issued on May 17, 2011,  
entitled "Business Management Tool" ("Patent");

WHEREAS, Assignor desires to sell, and SALESOPS ANALYTICS LLC, a Delaware Limited Liability Company, whose address 155 Fleet Street, Portsmouth, New Hampshire, 03801, and which, together with its successors and assigns, is hereinafter called "Assignee," desires to obtain all right, title, and interest in and to the Patent;

NOW, THEREFORE, for valuable consideration furnished by Assignee to Assignor, the receipt and sufficiency of which Assignor hereby acknowledge, Assignor hereby, without reservation:

1. Assigns, transfers, and conveys to Assignee its entire right, title, and interest in and to (a) said invention and discoveries, (b) know-how associated with said invention and discoveries, (c) said Patent, (d) any and all other applications for Letters Patent setting forth said invention and discoveries based in whole or in part upon said application, including all provisional, nonprovisional, divisional, renewal, substitute, continuation, continuation-in-part, reissue, Convention applications, International applications, national stages, regional stages, reexaminations, and extensions of the Patent, (e) any Letters Patent issuing from any such applications and the right to sue for past infringement thereof and for provisional rights under 35 U.S.C. § 154(d) thereof, and (f) every priority right that is or may be predicated upon or arise from said Patent;
2. Authorizes Assignee to file patent applications in any or all countries on any or all of said invention and discoveries in its name or in the name of Assignee or otherwise as Assignee may deem advisable, under the Paris Convention for the Protection of Industrial Property, the Patent Cooperation Treaty, or otherwise;
3. Authorizes and requests the Director of the United States Patent and Trademark Office and equivalent authorities in all other patent offices worldwide to transfer said Patent to Assignee, as assignee of the entire right, title, and interest therein or otherwise as Assignee may direct;
4. Warrants that it has not knowingly conveyed to others any right in said Patent or any license to said Patent, and that it has good right to assign the same to Assignee without encumbrance;
5. Binds its heirs, legal representatives and assigns, as well as itself, to do, upon Assignee's request and at Assignee's expense, but without additional consideration to it, all acts reasonably serving to assure that said invention and discoveries and said Patent shall be held and enjoyed by Assignee as fully and entirely as the same could have been held and enjoyed by it, its heirs, legal representatives, and assigns if this assignment had not been made; and particularly to execute and deliver to Assignee all lawful application documents including petitions, specifications, declarations, and oaths, and all assignments, disclaimers, and lawful affidavits in form and substance as may be requested by Assignee; to communicate to Assignee all facts known to it relating to said invention and discoveries or the history thereof; and to furnish Assignee with any and all documents, photographs, models, samples, and other physical exhibits in its control or in the control of its heirs, legal representatives or assigns that may be

useful for establishing the facts of its conceptions, disclosures, and reduction to practice of said invention and discoveries.

IN TESTIMONY OF WHICH, the undersigned certifies that the undersigned is duly authorized by Assignor to execute this Patent Assignment on its behalf, and has executed this Patent Assignment as an instrument under seal on the date indicated.

OPTIMUM OUTCOME, INC.

April 5, 2013  
Date

by

James H. Cannon  
Printed Name

Co-Founder CEO  
Title

April 5<sup>th</sup> 2013  
Date

Shelly K. Doherty  
Witness

Shelly K. Doherty  
Witness's Printed Name